

INPUT**PRODUCTION WORK ORDER**

(Please fill out both sides)

DATE IN: 9/28DATE DUE: 9/29PROJECT CODE: FSEMAUTHORIZED BY: SHEILA NEW REPEAT REPEAT W/CHANGE**WORK SPECIFICATIONS**

DATE OF PRESENTATION:

Additional Information

- 35mm Slides
- Foils
- Exhibits
- Questionnaire
- Letter
- Business Card
- Note Paper
- Newsletter
- News Release
- Form
- Brochure
- Cover Design
- Other

FOLLOW-UP MAILERNumber of pages submitted Text Graphics**SPECIAL INSTRUCTIONS**

PRINTING SPECIFICATIONS

Quantity/Slides/Foils

Quantity/Hard Copy

Paper Size

Finished Size

Number of Pages

- Outside Printer
- Photocopy
- Single side
- Double side
- Three hole punch
- Velobind punch
- Trim to
- Binding
- Cover
- Paper Color
- Ink Color
- Copyright Paper
- Fold 1/2 fold 1/3 fold
- Pad
- Saddle Stitch
- Box
- Shrink Wrap
- Staple Corner 2 on side

BOTTOM CENTER

MAILING SPECIFICATIONSEnvelope: No. 10 9 x 12 10 x 13 Reply Envelope Quantity _____
 First Class Bulk Address Labels (Zip Code Order)

Enclosures:

- Letter
- Questionnaire
- Newsletter
- News Release
- Form
- Brochure
- Business Reply Envelope
- Other

Distribution: Quantity

- | | |
|---|------------|
| <input checked="" type="checkbox"/> Initial Mailing | <u>800</u> |
| <input checked="" type="checkbox"/> Shelf Stock | <u>13</u> |
| <input type="checkbox"/> NJ | |
| <input type="checkbox"/> DC | |
| <input type="checkbox"/> London | |
| <input type="checkbox"/> Paris | |
| <input type="checkbox"/> Japan | |
| <input type="checkbox"/> INTERVAL | |
| TOTAL | <u>12</u> |
| | <u>825</u> |

MAIL _____ COPIES DIRECTLY TO:

mailed 9/29

**QUALITY CONTROL
PROOFREADING SIGNOFF**

DESCRIPTION FOLLOW UP MAILER

PROJECT CODE FSEM

AUTHOR _____

READY FOR PRINTER

CONFERENCE OVERVIEW

Companies that provide service and support in the information processing industry face many challenges today and in the years ahead. Information processing users are demanding high availability for their systems and networks around the world. The providers of service are responding by broadening the scope of the services they offer and by offering multivendor support services. The complexity of the market in the 1980s will be compounded in the 1990s due to factors such as trade imbalances and the lifting of European trade restrictions.

This INPUT planning conference is both research and experience based and is designed to provide an excellent understanding of customer service around the world.

Presentations include:

- How users view service
- Trends in service around the world
- Service offering alternatives

WHAT TO EXPECT

For one and a half days, INPUT consultants, outside speakers, and conference attendees will define how they see customer service today and in the 1990s.

The sessions are interactive and participatory. You will be in the company of senior service executives from the leading vendor and third-party service companies. This means networking and sharing visions of the future. There is ample time for one-on-one discussions in addition to the structured meetings where key subjects are discussed.

REGISTER TODAY!
CALL INPUT
415-961-3300
FAX 415-961-3966

CONFERENCE AGENDA

Day 1—Wednesday, October 25

1:15-2:15 European Service Overview—
Peter Lines, Director of Research, INPUT - Europe. Major trends, opportunities, and issues in the Europe of the 1990s will be identified and discussed. INPUT's forecasts for the major sectors of the industry will also be presented.

2:15-2:45 Future Directions in National Service Agreements—Ron Brown, Senior Vice President, Businessland.

3:00-4:00 U.S. Service Overview —
H.W. Stigler, Manager, INPUT Customer Service Program - U.S. Key customer service issues in the U.S. will be examined. Software support, third-party maintenance, and the impact of IBM's actions will also be examined.

4:00-5:00 Asia/Pacific Overview—
David M. Micka, Independent Consultant and formerly Director of Service Operations, IBM Japan. Key service trends in the Asia/Pacific area will be identified, and the primary emerging issues and opportunities in this rapidly growing market area will be discussed. Service will be examined from both a technical and a business standpoint.

Day 2—Thursday, October 26

8:30-9:45 1989 U.S. User Survey Results—
The results of the Spring 1989 user surveys for large systems, midrange systems, and PC/workstations will be reviewed. Hardware services, software services, and ancillary services will be examined from the standpoint of service level required, service level received, and the percent of satisfied users.

10:15-11:15 Independent Maintenance Market in Europe—Peter Lines, INPUT - Europe.

11:15-12:00 Service Offering Alternatives—
H.W. Stigler, INPUT. The major alternative approaches to offering service will be examined in detail, and pros and cons discussed for each. Based on the analysis of future industry trends, an optimum offering approach will be suggested.

2:00-3:15 Key Issues and Future Trends Prioritized—H.W. Stigler, Moderator.
Attendees will speak out on their views of the environment and key issues.



INPUT®

1280 Villa Street, Mountain View, CA 94041
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INPUT's Annual Executive Conference for Customer Service Industry Vendors

CUSTOMER SERVICE:

A GLOBAL PERSPECTIVE

October 25 & 26, 1989

Mark Hopkins, San Francisco



KEY BENEFITS OF ATTENDING THIS CONFERENCE

- Plan for the changes needed in customer services in the coming decade
- Understand the size and growth rates of various markets
- Identify major trends and driving forces affecting customer service
- Provides an opportunity for informal discussion with your peers and INPUT consultants

HOW TO REGISTER

To register for this important conference, simply call Christine Carter, Conference Coordinator, at INPUT, 415-961-3300

CONFERENCE FEES

Fee: \$750 for the first registrant
\$595 for each additional registrant from the same company

For INPUT Customer Service Program clients, 2 representatives may attend as part of your service contract.

For more information on INPUT's Customer Service Program, call us. We will be pleased to inform you of our complete services package for the Customer Service Industry.

CUSTOMER SERVICE: A GLOBAL PERSPECTIVE
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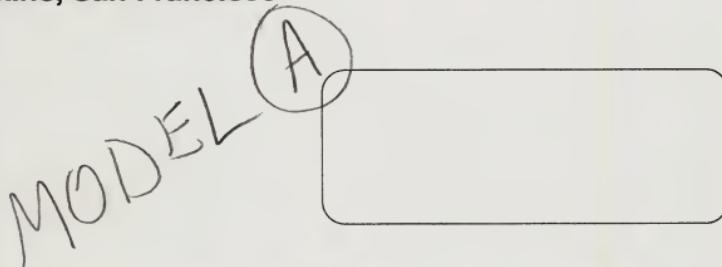
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CUSTOMER SERVICE: A GLOBAL PERSPECTIVE

INPUT

CONFERENCE OVERVIEW

The sessions are interactive and participatory. You will be part of the company of senior executives from the service delivery vendor and third-party service companies.

- Trends in service around the world
- How users view service
- Presentations include:
 - This INPT Planning conference based and is designed to provide an excellent understanding of customer service around the world.

Day 1—Wednesday, October

CONFERENCE AGENDA

- How users view service
 - Trends in service around the world
 - Service offering alternatives
 - Multi vendor support
 - The market in the 1980s will be more competitive due to factors such as trade imbalances and the lifting of controls and standards will define how they see customer needs, outside speakers, consultants, and conference attendees will be more open and a hall days, INPUT

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FAX 415-961-3966

83-30-945	1989 U.S. User Survey Results— The results of the Spring 1989 user surveys for large systems, midrange systems, and PC/ workstations will be reviewed. Hardware services, software services, and ancillary services will be examined from the standpoints of service level required, service level received and the percent of satisfied users.	10-15-11-15	Independent Maintenance Market in Europe—Phones, INPUT - 11-15-12-200 Service Offering Alternatives— H.W. Shigley, INPUT. The major alternative approaches to offering service will be discussed in detail, based on the analysis of future industry trends, an optimum offering approach will be suggested.
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115-215 Europea San Service Overview — Peter Linné, Director of Research, INPUT - Europe Major trends, opportunities, and issues in the Europe of the 1990s will be presented.

115-245 Future Directions in National Service Agreements — Ron Brown, Senior Vice President, Business and Industry

300-000 U.S. Service Overview — H.W. Shugler, Manager, INPUT Customer Service Program — U.S. Key customer service issues in the U.S. will be examined. Software support, third-party maintenance, and the impact of IBM's actions will also be examined.

400-500 Asia/Pacific Overview — David M. Mikka, Independent Consultant and formerly Director of Service Operations, IBM Japan. Key service trends in the Asia/Pacific area will be identified, and the primary emerging issues and opportunities in this rapidly growing market will be discussed.

and a business standards.

Day 2—Thursday, October 26

- | | |
|-------------|--|
| 8-30-94-45 | 1989 U.S. User Survey Results—
The results of the Spring 1989 user surveys for
large systems, mainframe systems, and PC/
workstations will be examined from the standpoints
of service level required, service level received
and the percentage of satisfied users. |
| 10-15-11-15 | Independent Maintenance—
Market in Europe—Peter Lines, INP/UT -
Europe. |
| 11-15-12-20 | Service Offering Alternatives—
H.W. Siegle, INP/UT. The major alternative
approaches to offering service will be
examined in detail, and pros and cons
discussed for each. Based on the analysis of
future industry trends, optimum offering
approach will be suggested. |
| 2-00-3-15 | Key Issues and Future Trends—
Prioritized—H.W. Siegle, Moderator.
Attendees will speak out on their views of the
environment and key issues. |

115-245 Future Directions in National Service Agreements —Ron Brown, Senior Vice President, Business Sector.

115-246 idenitified and discussed INPUTs for each of the major sectors of the industry will be presented.

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CONFERENCE AGENDA

Day 1—Wednesday, October 25

11:00-12:00 Registration

12:00-1:00 Lunch

1:00-1:15 Welcome, introductory remarks—Peter Cunningham, President, INPUT

*Peter Cunningham,
Director of Research,*
1:15-2:15 European Service Overview—
~~H.W. Stigler, Senior Consultant and Project Manager, INPUT Customer Service Program~~
Europe. Major trends, opportunities, and issues in the Europe of the 1990s will be identified and discussed. INPUT's forecasts for the major sectors of the industry will also be presented.

2:15 - 2:45
2:45-3:00

U.S. Service Overview—
H.W. Stigler, Manager, INPUT Customer Service Program - U.S. Key customer service issues in the U.S. will be examined. Software support, third-party maintenance, and the impact of IBM's actions will also be examined.
(Break at 3:00)

4:00-5:00

Asia/Pacific Overview—
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5:30-7:00

Cocktail Reception

*Future Operations in
Actual Service
Agreements
For Growth,*

Day 2 Thursday, October 26

8:00-8:30 Coffee

8:30-9:45 1989 U.S. User Survey Results—
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12:00-1:00 Lunch

1:00-2:00 Service Offering Alternatives—continued

2:00-3:15 Key Issues and Future Trends Prioritized H.W. Stigler, Moderator. Attendees will speak out on their views of the environment and key issues.

3:15-3:45 Wrap-up, conclusions

REGISTER TODAY!
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Senior

VP of Customer Support, Business Units

